



Brand News

► News and highlights from Certified Angus Beef LLC,* compiled by Laura Conaway, Certified Angus Beef LLC

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<http://pos.certifiedangusbeef.com>.
For recipe ideas, storage and handling tips,
restaurant listings, retail store locations
and cooking information, visit
www.certifiedangusbeef.com.

Food show frenzy

What has 1,088 exhibitors, 2,140 booths and 517 global companies? The annual Taipei International Food Show. Its 66,911 visitors in June included 7,562 from outside Taiwan.

Shuh Sen Co. Ltd., the largest *Certified Angus Beef*® (CAB®) brand and U.S. beef importer in Taiwan, a licensed distributor since 1993, has had the largest presence at the food show the past two years. The company is focusing efforts on growing market share by emphasizing high-quality beef.

The CAB booth featured a fresh, new design with CAB cooking demonstrations, sampling opportunities, CAB merchandise and product displays. There was even a section representing Shuh Sen retail and e-commerce outlet “Rightrose Kitchen,” where visitors buy consumer-ready packaged products.

While the brand had a dominant

presence, it’s hard to say how much it moved food show visitors.

“Typically, numbers run 60 days behind time,” said Geof Bednar, CAB international director. However, Shuh Sen saw the show as a success from a standpoint of attendance, praise and orders of *Certified Angus Beef* and U.S. product.”

Angus producers also directly benefit from the high level of brand positioning in a beef market that is only 5% based on domestic sources, he added.



► The CAB booth at the annual Taipei International Food Show featured a fresh, new design with CAB cooking demonstrations, sampling opportunities, CAB merchandise and product displays.

30.1% CAB in record June

Consistent beef quality-grade improvement in 2015 produced a 20% increase in the year-to-date volume of USDA Prime by July 1 and unchanged levels of Choice, all in the face of 6% fewer fed cattle. Those cattle were fed longer, and when

that fact met better Angus genetics in the commercial beef herds, the CAB acceptance rate rose to its highest ever monthly average of 30.1% for June.

“Although touching 29% on several occasions this year, CAB acceptance in June did more than just touch on a high

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spot. This was the first time a monthly average across all packers exceeded the 30% threshold,” says CAB’s Paul Dykstra, beef cattle specialist.

Keyes interns with CAB

The 2015-2016 school-term intern for CAB Industry Information is Jennifer Keyes, a senior in ag communications at the University of Nebraska–Lincoln.

Keyes writes news releases and technical articles, travels for feature story interviews and photographs, and helps with social media posts.

The daughter of Kevin and Teresa Keyes grew up as part of the fifth generation on a family farm near Springfield, Neb., raising corn, soybeans, alfalfa and registered- and commercial-Angus cattle.

Her involvement in that farm business and various beef industry organizations inspired her to continue her family’s legacy in college. A passion for agriculture led her to pursue the degree in communications, through which she hopes to better tell the story of agriculture to the public.



► Jennifer Keyes , 2015-2016 school-term intern for CAB Industry Information.

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Meanwhile at the ECC

Since its establishment in February 2012, the CAB Education & Culinary Center (ECC) has served as a unique gathering place. Partners in and outside of the beef industry are gaining insight into the brand and the quality beef that defines it.

From cattlemen to media guests and scientists to chefs, more than 225 groups have visited the Wooster, Ohio, venue from all parts of the world. This ECC column within Brand News will help keep producers current on recent events there.

- Summer Sales Meetings, Aug. 4-6
- VAP Strategic Planning Meeting, Aug. 7
- Northeast Regional Sysco Management Teams, Aug. 10-11
- HRI Properties, Aug. 14
- Summer Marketing Meeting, Aug. 15
- Ohio Presbyterian Retirement Services, Aug. 21
- Buckhorn Grill, Aug. 24
- CAB Building Blocks, Aug. 25-26

Digital extras

Certified Angus Beef LLC (CAB) and the American Angus Association provide these video segments. Readers of our digital edition can click on the photo to launch the respective YouTube video. The url (www ...) for each video is also provided for our print edition readers.



Brent Eichar, senior vice president for Certified Angus Beef LLC, sheds a little light on beef pricing at the retail level. Access the video by clicking on the photo or turning your browser to https://www.youtube.com/watch?v=9w7g2dPO_SI.



Tom Brink, Top Dollar Angus, gives some suggestions for smaller cattle operations to find their path to profit. Access the video by clicking on the photo or turning your browser to <https://www.youtube.com/watch?v=KpwAsRPBsfo>.



The University of Florida’s Cliff Lamb directs projects at the North Florida Research and Education Center. Here he discusses one case study that helps make the case for artificial insemination. Access the video by clicking on the photo or turning your browser to <https://www.youtube.com/watch?v=Ng6ywQM0sbl>.



The Beef Leaders Institute brings cattle producers from across the country together to learn about many different segments of the beef industry. Access the video by clicking on the photo or turning your browser to <https://www.youtube.com/watch?v=Sb8rx2q3Dvs>. For more about BLI, visit www.angusfoundation.org/fdn/Events/FdnBLI.html.



Beefing up on CAB

Young producers in the American Angus Association's Beef Leadership Institute (BLI) came to Wooster, Ohio, this June for the first time in the program's eight-year history.

As usual, the sessions started at Association headquarters in Saint Joseph, Mo., followed by a three-day tour across several industry segments. This year, that included a flight to Cleveland to visit CAB foodservice partner Sysco, followed by a drive to the CAB complex and Wooster-based retail partner Buehler's.

Spending two days of focus on the brand

Behind the Beef

One of the fortunate parts of a company that's in all segments, from product creation to consumption, is the opportunity to know so many unique people, all with specific roles in the quality beef industry. Behind the scenes, these are the folks who help bring the best beef to consumers. More than just fulfilling a job description — they're on fire about the work they do.

Meet Jonnie Schreffler

Genetic improvement explains how *Certified Angus Beef*® (CAB®) brand



acceptance rates doubled in 10 years. Why did that happen after decades of stagnation? Because the cattle industry found laborsaving ways to make the best genetics available to everyone.

That was no accident, but the focus of work by reproductive physiologist Dave Patterson's team at the University of Missouri's Thompson Research Center, Spickard, Mo. Yet this isn't about Patterson, whose timed breeding protocols made artificial insemination (AI) accessible to all. It's about the farm manager who cares for the 243 Angus cows that calve there.

Jonnie Schreffler might admit to being a "good ol' boy," but it's mostly good. Jon to those who aren't yet friends, worked his way up from "Green Thumb" part-time help after high school in 1978 to farm manager at Thompson since 2010.

"I started at the bottom of the ladder and experienced every wrung on the way up," he says, noting he mostly swept floors that first summer, but specialized on the cow side by the late 1980s.

"We started with

is a step up from the past, when attendees learned about CAB through a 45-minute presentation in Missouri.

"A tour through Buehler's — a regional grocery chain in Ohio — let the group see their brand merchandised to consumers at a professional level," said Kara Lee, CAB supply

programs manager. "Many rural areas where ranchers live are a fair distance from a CAB retailer."

The Sysco staff showed their passion for CAB, which left an outstanding impression on BLI participants, seeing salespeople in a large city so excited about beef, she said.

"There's something special about hosting visitors onsite at the CAB Education & Culinary Center, because it allows us to share the full scope of the brand," Lee added. "Our mission is driven by registered-Angus members, so we want the next-generation leaders to feel a sense of ownership for what we do to add equity to their cattle."

The Center's hands-on carcass fabrication, as well as interaction with chefs, meat scientists and menu planners makes a convenient and valuable resource for cattlemen who struggle to find time to leave the ranch.

Lee said, "As the brand they own, we don't want to be out-of-sight, out-of-mind among our member owners. We want them to know that our team is on the cutting edge of building demand in the foodservice and retail world to ensure the continuing pull-through demand for their high-quality cattle."



► Team Angus digs deeper into how the *Certified Angus Beef*® brand adds value to registered-Angus cattle. Region 4 Regional Manager Casey Jentz, Belleville, Wis., visited with Region 1 Regional Manager Chris Jeffcoat, Littlestown, Pa., and Sheri Spader of Rosendale, Mo., at the start of the Aug. 25-26 CAB Building Blocks to Success Seminar in the Education & Culinary Center.

Editor's Note: Laura Conaway is producer communications specialist for Certified Angus Beef LLC.





crossbred cows, a mixture of everything, leftovers of the heterosis studies of the late '60s," Schreffler says. "Then we went to Brahmans, then Angus bulls on Hereford cows, then composite bulls and then primarily Angus."

Angus represent the North-central Missouri area well and helped the herd develop a consistent base for research.

"The improvements seen in 15 years and the data that proves it, that's just amazing — it's been a thrill to be a part of it. We have functional cows because we focus on maternal along with carcass traits, and the bulls we use are highly proven, and that

made a big difference on both sides."

Schreffler likes to recall the conversations with Patterson a few years ago when first bowled over by the eye appeal of the next year's heifers.

"Seems like every year I'm saying that's the best ever, the best replacements and steers, and every year he tells me, 'If we're doing things right, they should be.'"

How good are they? The last five years have seen CAB and Prime from 85% to 90%, and last year's were 30% Prime.

The herd stands out for uniformity, too.

"Now we're working on culling the bottom end and adding more growth and performance without giving up the quality," Schreffler says. "There's lots of dollars in efficiency and getting more pounds, especially when they're premium pounds."

Anybody can do this, he says. Producers may not realize how simple it is.

"It doesn't take high-dollar facilities, just [facilities] that can handle a cow. If you can preg-check, you can hold a cow in a chute, you can AI her. It's that simple."

"Really, I'm just a poor ol' country boy. I grew up with cows, but I didn't understand

EPDs (expected progeny differences) and all until Dr. Patterson came along talking accuracies and this and that. I just tagged along to see how it went."

"The fun part is getting to use these high-quality, high-accuracy bulls, and then seeing what you get at calving time. It's kind of like having Christmas twice." Or more, as you see how they grow up. "It constantly rewards us for what we're doing."

Jonnie emphasizes, "This is feasible if people use the tools available. It works; believe me. It made a believer out of me."

To read more about Schreffler and others dedicated to the beef industry, check out <http://cab.info/26t>.

